



U.S. Army Accessions Command (USAAC)



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**Center for Accessions Research
(USAAC G2/9)**

**Improving Recruiting through Analysis of Accessions
Processes**

25-29 January 2010

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Outline

Accessions Situation

Accessions Problem

Current Efforts

Conclusion

Discussion



External Accessions Situation

Area of Operation (AO) – U.S. and its Territories

Army Accessions Team

**U.S. Army
Accessions
Command**

**U.S. Army
Reserve
Command**

**U.S. Military
Academy**

**U.S. Army
National Guard**

Recruiting Efforts

Market

U.S.
Military

Colleges &
Universities

Secondary
Schools

“Improve the integration of all accessions organizations, both internally and externally, to maximize our results.”
(CG’s Intent, OPORD 10-001 USAAC Campaign Plan)

Internal Accessions Situation

Accessions Command AO – U.S. and its Territories

U.S. Army Cadet Command (USACC)

- Organizational Structure
 - 7 Geographical Brigades (BDE) & 1 BDE (Senior Military Colleges)
 - 273 geographically dispersed ROTC Battalions
- BDE AO Boundaries based on state lines and university locations (Areas of Influence)

U.S. Army Recruiting Command (USAREC)

- Organizational Structure
 - 5 Geographical Brigades (BDE) & 1 Medical Recruiting BDE
 - 38 Battalions
 - 239 Companies, 3 Detachments, & 2 Districts
 - 1,647 geographically dispersed recruiting stations
- BDE AO Boundaries based on local markets (population bases)

“Improve the integration of all accessions organizations, both internally and externally, to maximize our results.”
(CG’s Intent, OPORD 10-001 USAAC Campaign Plan)

Recruiting Efforts

Recruiting Efforts

Market

Colleges & Universities

Secondary Schools



The Accessions Problem

- Integration & synchronization of accessions efforts among internal & external accessions organizations are complicated by:
 - Shared & Overlapping AOs
 - Different Command Structures
 - Competition
- Complications
 - Inefficient or ineffective coordination
 - Two or more Commands operating in the same area
 - Cross-boundary operations of subordinate commands
 - Inefficient use of resources (events, manpower, advertising, etc.) due to redundant efforts
 - Missed opportunities for prospects



Current Efforts

- Accessions Integration Study
 - Lead: MAJ Harold La Rock
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- Accessions Alternatives Research & Analysis
 - Lead: Mr Timothy Lind
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Accessions Integration Study

Lead: MAJ Harold La Rock
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Initial Problem Statement

- Integration & synchronization of accessions efforts within US Army Accessions Command (USAAC) are complicated by:
 - Shared & Overlapping AOs
 - Different Command Structures
 - Competition
- Complications
 - Inefficient or ineffective coordination
 - Two or more commands operating in the same area
 - Cross-boundary operations of subordinate commands
 - Inefficient use of resources (events, manpower, advertising, etc.) due to redundant efforts
 - Missed opportunities for prospects
 - Struggling college student
 - East Coast HS student bound for West Coast University
 - Recent College Graduate with student loans
 - Referral follow-up



Study Objectives

- Develop and analyze several courses of action (COA) to improve the coordination of accessions efforts among USAAC
- Each COA should:
 - reduce or eliminate redundant effort
 - integrate market & marketing efforts
 - improve the visibility of leads and prospects among both commands
 - improve the ability of prospects to choose a path that best meets their needs, desires, and potential to perform
 - balance the prospect's desires with the Army's needs
- Recommend a COA to the Commander, USAAC



Accessions Alternatives Research

Lead: Mr. Timothy Lind
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Problem Background

How do recruiters reach the market and effectively tell the Army story?

- Recruiting Station Location
 - Traditionally in “high traffic”, “high visibility” locations
 - Maximize exposure
 - Easy access to potential Recruits
- Technology
 - GoArmy.com
 - Threaded Discussions
 - Questions and Answers sites (i.e. Yahoo Answers, Ask.com)
 - Social Networks (i.e. Twitter, Facebook, MySpace)



Problem Statement

- Overall cost – benefit of recruiting efforts is a concern of Senior Army Leadership
 - People
 - Advertising
 - Information Technology
 - Fixed recruiting facilities
- Objective :
 - Identify best practices and innovative solutions to improve the efficiency and effectiveness of recruiting operations
- Consider:
 - all facility and overhead cost in dollars
 - all components
 - officer, enlisted, and civilian recruiting



Related Efforts

- Pinnacle
 - Redefined Division of Labor (Civilians and Soldiers vs. Only Soldiers)
 - Launched October 2009
 - Radcliff (KY) Company
 - Approx. half of Recruiting Stations within pilot company go unmanned and could be closed if the pilot proves successful
- Neighborhood Recruiting
 - Army Reserve program gaining momentum
 - Analysis currently being conducted
 - Goal - move recruiters back to Troop Program Units
 - Reduce # of Recruiters in Stations
 - Does not allow for sharing of blueprint and contact information of applicant without a joint effort using web-based solutions
- Army Experience Center
 - Able to provide vast information and hands-on demonstrations
 - Many of the visitors are not from the local area
 - Recruiters in AEC spend much of their time talking to individuals who may enlist from another location in the future
- Brigade Partnership
 - Create opportunities for recruiting partnerships
 - Pilot launched 4th QTR FY08:
 - USAREC 3rd BDE and USACC 7th BDE
 - Phase II: Command Wide Development



Conclusion

- Scope: “USAAC” vs “Army” vs “DoD”
- Intent: Cures vs Band-Aids
- Biggest Challenge: Change Management
- Suggestions?